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What We Do

In each issue of *Inside Business*, we introduce you to one of the units within the college so that you'll know your colleagues, what they're trying to accomplish, and how you can help them fulfill their mission.

Ryder Center for Supply Chain Management

Mission focuses on research and education.

According to Lassar, the mission of the center, which functions as an umbrella for supply-chain management-related activities is to serve as “a supply chain management education and research center that develops and delivers education in supply chain management to the business community and provides solutions to emerging supply chain management problems by promoting problem-solving and research between our faculty and the business community.”

Commitment to education results in new course.

Through undergraduate degree and continuing professional education programs, the center addresses the industry's need for qualified supply chain professionals. Recently, the center developed a supply chain [course](#) with Executive and Professional Education (EPE) which will launch on October 6, 2007.



Ryder Center for Supply Chain Management team

*Walfried Lassar, Ryder professor and associate professor, Department of Marketing, directs the Ryder Center for Supply Chain Management. Two students in the college's Master of International Business (MIB) program, **Raj Jaghai** and **Sunil Kurup**, serve as graduate assistants for the center.*

“It will prepare students to take the exam to earn a certified supply chain professional designation through APICS—the Association for Operations Management,” Lassar said.

“We have developed the course in conjunction with APICS and will offer it in the spring of 2008, too.”

Lassar also plans to develop distribution and logistics management courses for undergraduate business students if there is enough demand. In addition to courses, a major event, with sponsorship from Ryder System, Inc., also will support the center’s focus on education.

“In February, 2008, Ryder System, Inc., will sponsor a green supply chain management forum at the university,” he said. “This program represents a collaborative effort among Ryder System, Inc., the Ryder Center, and the Institute for Technology Innovation, part of the Eugenio Pino and Family Global Entrepreneurship Center.

He also foresees an event focused on risk assessment in supply chain management.

Research forms second prong of center’s mission.

A number of research efforts—involving graduate students and faculty members—are underway related to supply chain management, including its important green aspect.

“We are conducting research on green supply chain management in the industry, zeroing in on its status and trends,” he said. “Also, I am working with **Krishnan Dandapani**, professor, Department of Finance, and **Sushil Gupta**, professor, Department of Decision Sciences and Information Systems (DSIS), on research related to hybrid channels and retailing decision systems.”

He said researchers will develop a model that small- to medium-sized enterprises can use to decide on pricing strategies when their operations include both Internet- and bricks and mortar-based activities.

Within his own field of marketing, he is conducting an industry study of the interface between supply chain management and marketing. And with his colleague in the Marketing Department, **Peter Dickson**, professor, he is developing a project with national implications.

“Through this major initiative, for which we are assembling data and which will involve students, Ryder System, Inc., and managers across the country, we will analyze managers’ process-thinking capabilities,” he said.

What you can do to help.

- If you are doing research on issues related to supply chain management, please contact Lassar. “I am eager to talk to faculty members and find out how to integrate their work with the center’s efforts and help promote what they are doing,” he said.

- If you have ideas for an event related to supply chain management, such as the green forum, call it to his attention.

You can reach Lassar at 305-348-3898, Walfried.Lassar@fiu.edu, or in 308A in the Ryder Business Building. The center will remain at this location after the new business building complex opens.

[Top of Page](#) | [Home](#)